

Carolinas Region PCA – Board of Directors 1st Quarter Meeting
April 4, 2026 - TIME 10:00am
Location Hybrid Meeting, Zoom Meeting and On-site in Hickory, NC

In Attendance:

Executive Council: in person: Jim Hess, Sadie Kilcrease, Alex Galloway

Area Directors: in person: Doug Strait, Alan Teague, Jeff Price, zoom: Vic Friedmann, Marty Barrett, Christian Roedlich

Board Members in Attendance: in person: Bryson Kiser, David Violet, Margie & TJ Gottwalt, Shane Tisdale, John Kelly, Brian Powell, zoom: Kim Moses, Tyler Goff, Dale Moses

Zone 3 Rep Rick Daniels on Zoom

Not in Attendance: Michael Vittorio, Julie Harwath

Other Members in Attendance: Sandy Liles

Agenda

- Call to order/Welcome
- Roll Call/Confirm Quorum
- Approval of Previous Minutes
- President's Report – Jim Hess
- Financial Highlights – Sadie Kilcrease
- Old Business
 - Communications – Brian Powell
 - Membership Update – Kim Moses
 - Driving Tour/Fall Tour Update – Bryson Kiser
 - DE/Clubrace Update – Dale Moses
 - Autocross Update – John Kelly
 - Goodie Store – Margie Gottwalt
 - Nomination Committee – Doug Strait
- New Business
 - Upstate Area Initiative – Jeff Price
 - Autocross Trailer Update – John Kelly
- Open Forum
- Next Meeting – August 8, 2026
- Adjourn

Meeting is Called to Order by President Jim Hess at 9:58am

We have quorum with 18 voting members in attendance via in person or zoom confirmed by Secretary Alex Galloway.

President's Remarks: We are here as representatives of the Carolinas Region membership and serve to meet their needs.

Sad news, past national vice president and past region president and past region treasurer, Dave Lumpkin passed in early March.

Recently attended the zone 3 meeting – highlights are to make sure at all events meet the PCA drone policy, with the increase in the number of driving events/tours make sure all events meet the required insurance policies put out by PCA

EC has been meeting about some documents we will present at the next meeting, Document Retention Policy covers what paperwork we can keep and what we can dispose of, we will meet all national requirements and be no less than what they require.

Club monetary surplus, Michael Vittorio – Vice President, has been working on this and we will present it at the August meeting.

Upcoming Club Race in October discussing have each of the areas do a drive in, early stages still more info to come.

Next Meeting August 8 at Charlotte Motor Speedway and lunch will be provided, time TBD.

Approval of Previous Minutes: 4th Quarter 2025 and Budget Planning 2026 Meeting Minutes were presented to the Board for approval by Secretary Alex Galloway on January 22, 2026 and approved and printed to the website on February 9, 2026.

Financial Report 2025 and 1st quarter of 2026-Sadie Kilcrease, Treasurer: 2025 had a net income in the positive, ended the year with zero liabilities and good working capital. Strong financial standing in the first quarter to start the fiscal year 2026, we received the largest surplus rebate from National since the surplus rebate began in 2013. At the end of the first quarter the balance sheet reflects with some events in the red we are showing increased liquidity. Track deposits are due, 25% of the contract total is due, at the signing of the contract.

Sadie Kilcrease thanks the region board for the trust we have placed in her and she has submitted her intention to not seek reelection at Treasurer or any other elected position on the board, as of December 31, 2026 will be her last day.

Communications, Brian Powell -Communications Chair: From the region perspective we send out two email campaigns a month, TR a day or so after it is posted to the website, about a 50% open rate, and click through 9-10%, E-calendar new later in the month giving a calendar update that shows events in the next 6-8 weeks for members, open rate high 60% and click throughs are lower but climbing. As membership gets more familiar with the email thread there are more click throughs and viewing of the emails. Some issues reported from users of the system that the emails go into Spam folders. We as a region are making good use of the annual fee for the system.

Carolinas Region Event Publicity Plan see attached at end of minutes.

Membership Report Kim Moses: 4200 active members in the Region, 59 expired, 1.41%, about 1/3 of that expiration will come back after they realize they have expires, 1.12% new member growth, for retention PCA has this new feature for auto renewal.

Driving Tours – Bryson Kiser: We are seeing more people planning drives, have had issues getting insurance. Ride with GPS seems to be working pretty well, would be nice if it had

CarPlay. At the national level the two apps that have risen to the top are Scenic and Ride with GPS. With Ride with GPS it is \$2500 a year but if you are not planning drives it is free, with Scenic it is a \$60 per person annual fee, you can use it free even with CarPlay but it will not have audio directions. Fall Tour has 19 registered, we need 5 more to meet the room requirements, we have 5 months to make it happen. Jim Hess, President presents to the board that we go ahead with the Fall Tour event if we do not fill the remaining 5 rooms, the region will be on lock for an additional \$3000 to keep Fall Tour on the calendar. This will bring the cost of the event with the board subsidy of \$2000 already presented by the board and a total cost of \$5000. As a board we need push and publicize the event further to fill the remaining rooms. Bryson Kiser makes a motion that we do not cancel the contract with the understand if we do not sell these remaining five room we as a region will be responsible for an additional cost of \$3000. Alan Teague seconds the motion, motion passes by verbal vote unanimously.

Drivers Education/Club Race Update - Dale Moses: Lost some money on the March DE because overlap with DE at Road Atlanta, event at VIR, and overlap with Amelia Island, next year will move it to a week later to avoid scheduling conflicts. Confident will make up the loss on other DEs this year and the Club Race in the fall. Too early to start doing much for the Club Race but have been confirming with staff to see who will be working. Bill Scarbrough is still working to have the same level as sponsorship from 2025 for the Club Race in 2026. Shane Tisdale – Chief Instructor feels we should use the email system that Communications has been working on to promote DEs and Club Race better in the future to prevent overlap and loss similar to the March CMP DE.

Goodie Store Update Margie Gottwalt: TJ and Margie Gottwalt will no longer be Goodie Store co-chairs after December 31, 2026. They have done an amazing job over the last few years. Good start to the year and we have a lot of inventory in the van. In February we were at the Durham meeting, the DE at CMP, the Chili Cookoff in Upstate Area, and the first Autocross of the year. Will be at the Sandhills meeting next month.

Nominating Committee Doug Strait: Trying to find candidates, so far we have Brian Powell for the role of President, no one for Vice President, Iris Burnett for Secretary, interviewing someone for Treasurer at this time.

New Business

Upstate Area Initiative – Jeff Price: This is not a new initiative this has been a topic of conversation for years. At a recent club meeting it was brought up six members stood up to form an exploratory committee. We started about a week ago doing a survey of the entire primary membership in the Upstate Area. 171 responses close to 25-26% and a 96% positive rate for a new region. For those who have said no in the survey all comments have been around the fear that Carolinas Region will lose the ability to continue holding Drivers Education Events if the Upstate area leaves the region. After reaching out to Treasurer, Sadie Kilcrease, Carolinas Region has enough working capital to continue holding DEs as they have in the past. All members who join the new region will be allowed to continue participating in Carolinas Region DEs and other Carolinas Region events, such as tours, socials, and Autocross events. Survey will continue through April 14 which is the date of our next Upstate Area monthly meeting. Question proposed to Treasurer Sadie Kilcrease there would be a drop in income from National due to

membership loss but it should not cause a loss to the other areas for their annual stipend. The loss in annual stipend will not affect any events we hold annually. One fear is the lack of volunteers to run the region, a similar event took place a few years after Three Rivers Region, formerly Sun Fun Area, broke from Carolinas Region several years ago. See attached Upstate Area Initiative at the end of the minutes. Jeff Price, Upstate Area Director, makes a motion that the Carolinas Region Board of Directors supports the decision of the Upstate Area Membership to form their own PCA region. Seconded by TJ Gottwalt, the motion passes with 14 yes, 2 no, and 2 abstain votes.

Autocross Update John Kelly: Did our driver of the year event hosted by North Lake Porsche and it went well with 40 in attendance. First Autocross of the year had 38 in attendance and if we continue in this trend we will end the year in the black, we get lots of turn out from other clubs and regions because give a large number of runs than other clubs. New timing system allows live timing on your phone allowing you to compare your time to other drivers, was very popular with those in attendance. We now have a special student rate we are gearing towards local college students, they must show an ID to get the discount. We have a member offered to use their own trailer for a mileage rate reimbursement to bring Autocross supplies to the Autocross events, board as a majority believes it would be better to continue using our trailer so that we are not stranded if his trailer breaks down in route or he chooses not to come to an event and forces a cancellation.

Webmaster David Violett: Our Rackspace email pricing has been increasing and we are looking to change, Google looks to be the best at the time, if anyone has another recommendation please send it along.

Zone 3 Rep Rick Daniels: Congratulations to the Upstate Area and the vote to form your own region. Well done Carolinas Region Board for going along with this without resentment or contention, it has been seen in the past and having a smooth transition is best for the Region and PCA. Last, Sadie Kilcrease you are a gem and we have had many conversations over a period of time and on behalf of Aaron Ambrosio, Ron Gordon, Richard Strahota, Stan Thorne, and myself, thank you and your husband both for years of service not only to your local region but to the National organization as a whole.

Motion to Adjourn: Motion made by Alex Galloway Secretary to close the meeting, seconded by Shane Tisdale, Chief Instructor, passes unanimously, President Jim Hess calls the meeting to a close. Meeting adjourned at 12:14pm.

Minutes Submitted by Alex Galloway, Secretary for approval to the board on April 13, 2026.

Carolinas Region Event Publicity Plan

The intent of this document is to guide event organizers to better utilize the communication and social mediums available to the region.

Required Event Information

Image/Picture (jpeg or png)

Name

Short Description (3-5 sentences)

Long Description (3-5 paragraphs describing the event to someone brand new to PCA)

Registration link

Location

Date(s)

Start/End time

Cost

Contact

Picture Requirements (one minimum)

Portrait/Vertical (BEST): 1080 x 1350 pixels (4:5 ratio)

Landscape/Horizontal : 1080 x 540 pixels (~2:1 ratio)

Points of Contact

Send to Brian (communications@carolinas-pca.com) and he will distribute

Region Calendar

Iris Burnett

burnett1ie@gmail.com

Social Media

Tyler G

Socialmedia@carolinas-pca.com

TR

Julie H

editor@carolinas-pca.com

Communications/SendPulse

Brian P

Recommended Publicity Schedule

Calendar entry posted as soon as submitted (Region & Area)

Article in Tobacco Road as soon as details are finalized (Region) (Area typically covered in Area Report)

Social Media post when registration opens (Region) (Area by request)

Featured in Tobacco Road eNews announcement when registration opens (Region, Area if space available)

Included in eCalendar campaign (sent on the 20th of the prior month) (Area & Region)

Featured in eCalendar campaign (Region always, Area on request)

Social Media reminder 2 weeks prior to event (Region always, Area on request)

Email Campaign 2 weeks prior to event (upon request)

Hello PCA Carolinas Region Board,

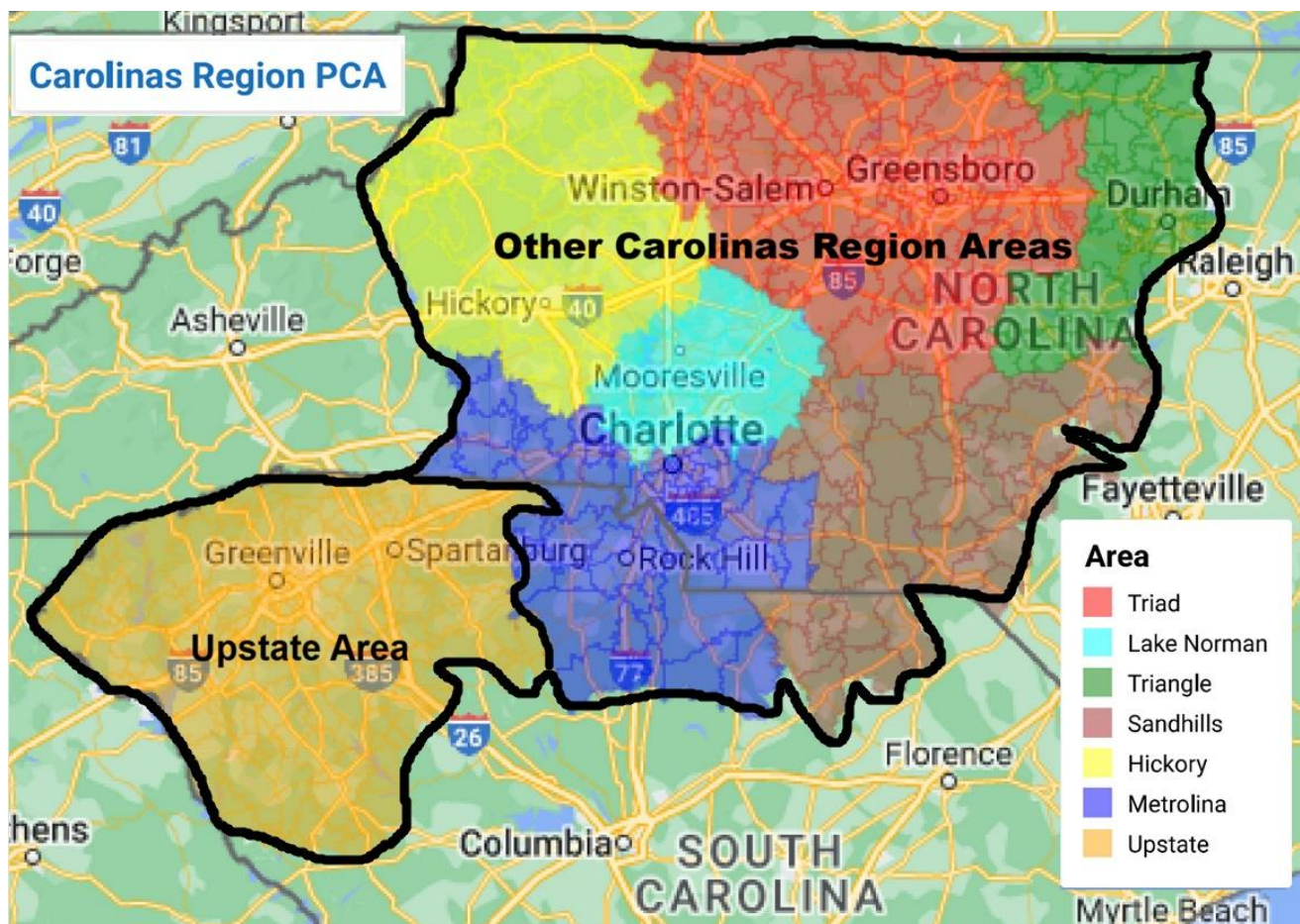
Our Upstate Area is exploring forming its own PCA Region.

Why would we do this?

Our main focus and motivation are based on what is best for our Upstate Area PCA members. How can our club better meet their needs and desired events? How can our club improve membership participation, club excitement and growth?

1. Currently the Carolinas Region is subdivided into 7 “Areas” due to its large geographic size. Governance of the region is ideologically and logistically difficult due to the regions diverse geographic area, with the Upstate Area segregated from the core of the Region.

Forming a local region would allow the Upstate Area members better representation and participation in their club governance. **Having local club governance is a key reason** as it will better serve member needs & activity desires, providing our members with more direct input, versus being part of a large geographic region with its governance in another state.



2. Our Upstate Area is of sufficient membership size (~861 total members & ~550 Primary members) to have a good pipeline of members willing to be organizers and leaders. Once we started the discussion of the Upstate Area forming its own region, we have received positive feedback from many members and multiple members have volunteered to fill the new regions leadership & event planning roles;

	February 2026
Carolinas Area	Active*
Metrolina	1057
Upstate	861
Triad	616
Lake Norman	477
Triangle	401
Sandhills	274
Hickory	273
Non-Resident	236
Totals	4195

3. The latest survey of our new Upstate Area members shows that their highest interests are with “Drive & Dine”, “Groups drive”, “Gimmick Rallies”, and HPDE events.

Interest	Item
4.3	Drive and dine - day drive to restaurant, winery or other point of interest
3.9	Group drive just to drive
3.7	High Performance Driver Education (On track non- competitive high speed with insruction)
3.6	Rally- Gimmick or TSD
3.6	Monthly meeting with program and dinner
3.4	Tech Session (Maintaining/Restoring Your Porsche)
3.1	Concours de Elegance (or Shine and Show)
3.0	Multi-day Tour from fixed destination
2.8	Autocross

Interest Scale: 5=highest, 1 = lowest

Forming a new Upstate SC Region would provide the new region with financial resources required to hold more of the events that our members desire. Membership dues rebates would come directly to our new region, funds would be directed to these member interests, surplus funds would remain in the new region treasury, plus we could apply for and receive PCA rebates and subsidies for activities and events and be eligible for PCA bonus rebates.

PCA Carolinas Region Balance Sheet, Nov. 30th, 2025

The Carolinas Region would fully retain their ~ \$200,000 in working funds as shown in the November 30th Financial Statement (see graphic to right).

Thus, the Carolinas Region would retain its financial ability to hold HPDE events that any PCA member from any PCA region could attend.

If the Upstate Area were to elect to form its own PCA region, all current Upstate Area members would be given the choice by PCA National to remain with the Carolinas Region or move to the new “Upstate SC” Region. Upstate Area members who are in current leadership roles with the Carolinas Region could elect to stay with the Carolinas Region, maintaining their position, and gaining the ability to attend any of the new Upstate SC Region events, meetings, etc.

It is recognized that many Upstate area members have made great friendships with members of other areas within the Carolinas Region at region-wide activities such as Spring and Fall Tours. As a member of PCA, you can participate in activities set up by other Regions. Therefore, Carolinas Region members could attend Upstate SC Region events and Upstate SC Region members could attend Carolinas Region events, continuing these relationships that make being a PCA member special.

			Nov 30, 25
ASSETS			
Current Assets			
Checking/Savings			
	Bank of America-Checking		157,590.24
	Bank of America-Money Market		36,328.75
	Bank of America Sales Transac		21,865.93
	Total Checking/Savings		215,784.92
Accounts Receivable			
	Accounts Receivable		420.00
	Total Accounts Receivable		420.00
Other Current Assets			
	Inventory		3,659.85
	Total Other Current Assets		3,659.85
	Total Current Assets		219,864.77
TOTAL ASSETS			219,864.77
LIABILITIES & EQUITY			
Equity			
	Fund Balance		174,572.16
	Net Income		45,292.61
	Total Equity		219,864.77
TOTAL LIABILITIES & EQUITY			219,864.77

Summarizing the information above, the benefits of forming a new Upstate SC region are as follows;

- An Upstate SC Region’s governance will be in closer touch to the wants and needs of its membership, with more pertinent communications due to its leadership being local.
- Better Upstate member representation and participation at the Zone & National levels. An Upstate SC Region would be represented at PCA Zone 3 meetings and National events.
- Significantly more involvement by local members in the planning and executing of local PCA events. Discussion of “their own region” has brought forth members to volunteer for leadership roles.

- Improved resources to hold more of the PCA events that the Upstate membership desires, while its membership would still be able to attend PCA events offered by other more established PCA regions, such as HPDE or Auto-X .
- Improved resources to try new events proposed by its members, thus creating an exciting club experience. The new region would also be eligible for PCA event subsidies. This all leads to a healthy region that retains current members and draws new members.

While our Upstate Area has a good relationship with the Carolinas Region Board and would like to thank them for their guidance throughout the years, the Upstate Area Exploratory Committee feels it is time for the Upstate Area to become its own PCA region.

A survey has been sent to all Upstate Area members reviewing the current situation and asking for their feedback & vote regarding the Upstate Area forming its own PCA region. Further discussions will occur at our monthly meeting and a final decision of the Upstate Area members will be made shortly.

While PCA National rules state that;

A Region from which territory is being sought to form a new Region should also recognize the final decision in this matter belongs to the Executive Council, not to the existing Region. An existing Region cannot “veto” the creation of a new Region, by refusing to assist the Zone Representative or the new Region, nor should it try.

It has been requested by our PCA Zone 3 rep., Rick Daniels, that the Carolinas Region board hold a vote to indicate their position on this matter. This would provide the Carolinas Region board an opportunity to discuss this topic and provide their feedback and input.

Kind regards,

Carolinas Region - Upstate Area New Region Exploratory Committee

Jim Smits

Gary Wells

Bill Birchfield

Mark Jackson

Roy Amitrano

Jeff Price